AutoMobility LA brings together the entire new mobility ecosystem. The four-day press and trade event brings automakers, tech companies, designers, developers, startups, investors, dealers, government officials and analysts together in Los Angeles each year to unveil the future of transportation before media from around the world.

(Some) Noteworthy Stats and Figures

- In addition to 66 debut vehicles, AutoMobility LA provided a global stage for more than 20 C-level executives to share industry insights.
- Approximately 26,500 media and industry professionals from 58 countries attended AutoMobility LA.
- AutoMobility LA 2018 served as a hub for partner events including Car Design Forum LA, MediaPost’s Marketing: Automotive Conference, Securing Mobility Summit and the Women in Automotive Conference.
Vehicle Exhibits + Press Conferences
Leading automakers fill the convention center to feature over 1,000 new vehicles and unveil the latest production cars (and concepts) to media from around the world.

The Garage
Located in Kentia Hall (below South Hall), The Garage features some of the most recognized customizers, tuners and aftermarket parts and accessory brands from Southern California and beyond.

Guided Tours
From Tuesday to Thursday, attendees with a “Conference & Vehicle Debuts Pass” will have access to expert guided tours across the AutoMobility LA show floor.

Hackathon (“Code AutoMobility LA”)
An AutoMobility LA signature event focused on smart mobility and cities; while the Hackathon begins prior to November 18, the winner will be announced Tuesday during the AutoMobility LA Conference.
Auto-Tech Exhibits + Press Conferences
Beyond exhibits in the convention center, the Technology Pavilion hosts auto-tech exhibits featuring the latest products and services in transportation and general mobility (exhibits open Monday evening to Tuesday evening).

AutoMobility LA Conference
AutoMobility LA’s award-winning conference, featuring exclusive panel discussions and solo talks, gathers more than 20 thought leaders from around the world to explore the future of mobility and transportation.

Networking Events
Location of signature events including, but not limited to: Networking Reception and Breakfast, Kickoff Party, Motoring Invitational and more.

Signature Competitions + Awards
The finalists (and winners) of AutoMobility LA’s signature competitions — Top Ten Automotive Startups and Hackathon — are announced here.

Green Awards
Home of Green Car Journal’s internationally-recognized Green Car Awards.
ATTENDANCE

AutoMobility LA’s B2B audience grew 8% in 2018

26,500

Manufactured (Auto) 52%

Industry Professionals and Media

- Media 14%
- Auto Industry 13%
- Coder, Designer or Developer 5%
- Advertising or PR 5%
- Dealer 3%
- Academia 3%
- Investor, Startup or Tech 3%
- Government 1%
- Analyst 1%

PHOTO: VOLKSWAGEN PRESS CONFERENCE
 MEDIA SNAPSHOT

Journalists from 54 countries attended AutoMobility LA in 2018

31,931 News Stories*

173 Billion Impressions*

10% Increase in Alt-Fuel Coverage*

Adweek  Engadget  PC Magazine
Associated Press  ESPN  Reuters
Automotive News  Forbes  SlashGear
Bloomberg  Fortune  TechCrunch
Business Insider  GQ  The Drive
BuzzFeed  Jalopnik  The Hollywood Reporter
Car and Driver  Los Angeles Times  The Verge
CNET  Mashable  The Wall Street Journal
CNN  Men’s Health  Top Gear
Condé Nast  Motor Trend  USA Today
Engadget  NBC  Vogue
ESPN  NPR  WIRED

*TrendKite 2018-2019 Report | as of 12.17.2018
2019 SCHEDULE
For AutoMobility LA Events and Exhibitions Only*

**Monday: November 18**
- AutoMobility LA Hackathon *(includes Sunday)*
- AutoMobility LA Kickoff Party
- AutoMobility LA Networking Reception
- Securing Mobility Summit
- Women in Automotive

**Tuesday: November 19**
- AutoMobility LA Conference (Keynotes and Panels)
- AutoMobility LA Hackathon Award Presentation
- AutoMobility LA Networking Breakfast
- AutoMobility LA Tech Tours presented by SBD Automotive
- AutoMobility LA Top Ten Award Presentation
- Technology Pavilion’s Auto-Tech Exhibits Open

**Wednesday: November 20**
- AutoMobility LA Tech Tours presented by SBD Automotive
- Car Design Forum LA
- Motoring Invitational
- North American Car, Utility and Truck of the Year Finalists
- Press Conferences (Vehicle Debuts and Tech Announcements)

**Thursday: November 21**
- AutoMobility LA Tech Tours presented by SBD Automotive
- Green Car Journal’s Green Car Awards
- Networking Breakfast
- Press Conferences (Vehicle Debuts)

*Disclaimer: all dates and events subject to change*
AUTOMOBILITY LA

GENERAL SPONSOR

Want to position your brand before over 26,000 industry professionals and media in attendance? Become a general sponsor of AutoMobility LA. Generate awareness for your organization via logo placement across the Los Angeles Convention Center campus and be one of the most seen brands at the show.

PODCAST SERIES

Sponsor AutoMobility LA’s new auto-tech podcast, hosted by CNET’s Tim Stevens, focusing on the ever-changing landscape of transportation and broader mobility. An exclusive sponsor will receive rights to rebroadcast content — recorded live on the AutoMobility LA stage each year — as well as to “create-and-produce” original content throughout the show. Some benefits include: brand mention in all invitations sent to “thought leaders,” exposure amongst 26,000 industry professionals and hundreds of thousands of consumers, full-page ads in Automotive News, inclusion in all marketing and PR elements related to the podcast and more!
HACKATHON

Bridge the divide between the cars of today and the autonomous vehicles of tomorrow. Sponsor this innovative digital challenge to broaden brand awareness within AutoMobility LA’s influential ecosystem and to position your brand as a leader in the developer community. Past sponsors include General Motors, Honda Innovations and Visa.

AUTO-TECH EXHIBIT

Establish or reinforce your brand within the ever-changing mobility space by featuring your innovative products/services inside AutoMobility LA’s Technology Pavilion — an ideal location for startups, tech companies, automakers and tier 1+2 tech suppliers (rates increase after September 1).

TOP TEN

Highlight your brand before thousands of competing startups and enjoy the tremendous amounts of domestic and international media coverage. Current sponsorship opportunities include: Presenting Sponsor, Premium Sponsor, Mentorship Sponsor and Prize Sponsor.
**HOTEL KEYS**

Brand key cards for the 6,000 rooms throughout the AutoMobility LA and Los Angeles Auto Show’s room block. **Media and industry professionals from more than 54 countries will see your brand each day.** Sponsorship includes all coordination and costs associated with printing, production and distribution of hotel keys to the appropriate contacts.

**LANYARDS**

Prominently promote your brand to over 26,000 industry and media professionals by sponsoring the lanyards of AutoMobility LA. Co-branded alongside the AutoMobility LA logo, **lanyards will be handed out to all attendees as they pick up their credentials.**

**SHOW GUIDE**

The AutoMobility LA show guide is a high-quality, full-color printed booklet produced each year and distributed to all industry professionals and media in attendance. **Back cover, spread, full-page and half-page ads are available; hurry, because space is limited.**
AUTOMOBILITYLA.COM

AUTO-TECH BLOG

Brand executive to write and/or provide content on the AutoMobility LA website revolving around current events in the auto-tech industry. This blog entry can include text, infographics, white paper and/or video. Each blog post typically receives attention from, on average, 500-700 unique industry leaders.

AUTOMOBILITY LA EDITION

AUTOMOTIVE NEWS FEATURE

Secure national and onsite exposure via Automotive News’ AutoMobility LA-edition — slated for November 2019 distribution — and influence a highly-targeted audience of 66,000 automotive industry subscribers (17% are Director-level or higher). This opportunity includes an executive being interviewed and quoted in Automotive News regarding the future of mobility, what your brand will be doing at AutoMobility LA and how your brand is integral to this ecosystem. Additionally, your brand will receive a full-page ad inside the 2019 publication.
GO GREEN

Electrification is a pillar of AutoMobility LA. Accordingly, align your brand with the green-focused content featured on November 20, 2019. Green sponsorship includes naming rights, an exhibit adjacent to green events, logo placement on print, digital and onsite materials and more.

COFFEE BREAK

Sponsor a coffee break to place your brand’s logo directly into the hands (literally) of media and industry professionals networking around the hospitality stations during conference breaks. The AutoMobility LA team will assist in determining possible activation opportunities (e.g., branded coffee mugs and complimentary refreshments). Regardless, brand logo and messaging will appear in conference rooms during coffee breaks.

WEBPAGE SPONSOR

Feature your brand as the title sponsor on the AutoMobility LA website. This sponsorship opportunity includes company name, logo and/or message on any one of the following top-viewed webpages: Homepage, Directions & Hotels, Schedule, Speakers and Vehicles Debuts.
**DAILY TIP SHEET**

Feature your company and/or message to AutoMobility LA attendees before they arrive. These extremely valuable e-blasts go out the evening before each day of the show detailing the schedule of press conferences, keynotes, speaker lineups, networking events and other important show info. Ultimately, your brand will have the **opportunity to reach over 26,000 registered attendees, every day, to promote your booth and/or participation** at AutoMobility LA.

**INDUSTRY E-BLAST**

Feature your company and/or message to AutoMobility LA’s database of **more than 50,000 industry and media professionals** through a dedicated e-blast; email set to be delivered between November 18 - December 1, 2019 (**date of your choice**).

**WI-FI**

Become the exclusive sponsor of AutoMobility LA’s wi-fi — available throughout the Los Angeles Convention Center — from November 18 - December 1, 2019. This exclusive sponsorship will receive a **20’ x 20’ exhibit**, **branded log-in splash page**, **logo on promotional emails to all attendees**, **onsite signage and more**.
Following AutoMobility LA, the Los Angeles Auto Show (LA Auto Show) welcomes visitors from Southern California and beyond to Los Angeles’ biggest annual gathering. Over the course of ten jam-packed days, visitors come together to celebrate car culture, connect with their favorite automotive brands, test drive the latest vehicles, explore the nation’s largest public aftermarket showcase and even discover rideables and transportation services that are changing the way we get from point A to B.
November 22 - 24, 2019
- Opening Weekend for the Public (Los Angeles Auto Show)
- Early Entry Available — 7:00 AM (Includes Coffee)
- Guided Group Tours Available — Saturday and Sunday Only (Includes Expert, Continental Breakfast and Headset)

November 25 - 28, 2019
- Los Angeles Auto Show is Open to the Public (Shorter Hours)

Nov. 29 - Dec. 1, 2019
- Closing Weekend for the Public (Los Angeles Auto Show)
- Early Entry Available — 7:00 AM (Includes Coffee)
- Guided Group Tours Available — Saturday and Sunday Only (Includes Expert, Continental Breakfast and Headset)

*Disclaimer: all dates and events subject to change*
ATTENDEE DATA

97% of attendees would recommend the show**

70% attended to see newly-launched vehicles*

89% attended in a party of two or more***

57% attended to compare & shop before a dealer visit*

52% of attendees are influencers (talkers, high influencers, shouters)*

*Foresight Research 2018 Report
**Eventbrite 2018 Survey
***LA Auto Show 2018 Survey
## ATTENDEE INSIGHTS

### Top 5 Important Display Elements*

<table>
<thead>
<tr>
<th>Element</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to Access/Sit in the Vehicles</td>
<td>81%</td>
</tr>
<tr>
<td>Having a Full Selection of Vehicles to Choose From</td>
<td>78%</td>
</tr>
<tr>
<td>Having the Vehicle I’m Interested In</td>
<td>78%</td>
</tr>
<tr>
<td>Product Specialists Were Friendly</td>
<td>72%</td>
</tr>
<tr>
<td>Product Specialists Were Well-Informed</td>
<td>70%</td>
</tr>
</tbody>
</table>

*Foresight Research 2018 Report

### Top 5 Interactive Experiences*

<table>
<thead>
<tr>
<th>Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Drives with Automakers</td>
<td>37%</td>
</tr>
<tr>
<td>Virtual Reality</td>
<td>20%</td>
</tr>
<tr>
<td>Amazon Game Studios</td>
<td>20%</td>
</tr>
<tr>
<td>Jaguar/Land Rover Driving Course</td>
<td>18%</td>
</tr>
<tr>
<td>Ford Mustang Bullitt Experience</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Foresight Research 2018 Report
SHOPPING TRENDS

Five Hours
average time show attendees spent exploring (compared to a 3.5-hour auto show average)*

72%
of attendees intend to purchase a vehicle within the next 12 months (a 17% increase YOY)*

42%
of intenders continued to add brands to their consideration lists; 24% subtracted brands from their list based on their experience)*

Diversity
diverse array of brands topped consideration list additions (Audi, BMW, Ford and Subaru)*

Larger Vehicles
SUVs, crossovers and midsize pickups were directionally more likely to be on attendee consideration lists among 12-month intenders*

Luxury
Compared to the local market, show visitors were more likely to own luxury brands (BMW, Cadillac and Mercedes-Benz)*

*Foresight Research 2018 Report
SOCIAL MEDIA

- Facebook: 29.5M impressions**
- Instagram: 6.9M impressions**
- Twitter: 956,000 impressions**

Competitor Comparisons (as of 1.8.2019)
- Facebook (90.2K): greater social following than Chicago and Paris
- Instagram (78.5K): most for an auto show account; greater following than Chicago, Detroit, Geneva, New York and Paris
- Twitter (63.2K): greater social following than Chicago, Geneva, New York and Paris

Platform Growth* (Y0Y 2017-2018)
- Instagram (91% Increase)
  - 2017: 41,000
  - 2018: 78,500
- Facebook (5% Increase)
  - 2017: 86,000
  - 2018: 90,200
- Twitter (4% Increase)
  - 2017: 61,000
  - 2018: 63,200

*Combined AutoMobility LA and Los Angeles Auto Show
**Not including partners, general public, etc.

PHOTO: JAGUAR VR EXPERIENCE
Los Angeles Auto Show

General Sponsor

Want to position your brand before hundreds of thousands of consumers from Southern California and beyond? Become a general sponsor of the Los Angeles Auto Show. Generate awareness for your organization via logo placement across the Los Angeles Convention Center campus and be one of the most seen brands at the show.

Ticketing

Place your logo and message into the hands of every attendee at this year’s show. Whether you are looking to promote your brand several times before the event or want to direct visitors to your activation, this opportunity offers several ways to connect. Sponsorship includes logo placement on ticket stock, the website and more.
THEME DAYS+NIGHTS

Leave an impression (or millions) with a highly-scalable and customizable Los Angeles Auto Show sponsorship opportunity: Theme Days+Nights. The idea is simple: invite members (i.e., subscribers, owners, enthusiasts, etc.) to engage with your brand, gain exclusive insights and connect with fellow supporters. Slots are limited and available on a first-come, first-serve basis. **Past sponsors include Ford, Lincoln, Nissan and Toyota.**

DIGITAL

Take advantage of the Los Angeles Auto Show’s digital audience (database and website) to expand visibility and reach — laautoshow.com experienced over 2 million page views exclusively in the month of November.

**Webpage Sponsor**

Become a title webpage sponsor on the LA Auto Show website — includes your brand’s name, logo and/or message on any page (excluding Ticketing).

**E-Blast Sponsor**

Feature your brand’s name, logo and/or message in a Los Angeles Auto Show e-blast, available to a database of more than 200,000.
CHARGING STATIONS

Assist the hundreds of thousands of attendees walking the show floor by sponsoring interactive charging stations — with the capability to loop your brand’s video content — between November 22 - December 1, 2019 (ten charging stations are available).

CAFÉ SPONSOR

Transform South Atrium’s café into your company’s very own branded restaurant from November 18 - December 1, 2019. Place your brand in front of hundreds of thousands of visitors by creatively integrating your logo and messaging throughout this high-traffic destination.

WI-FI

Be the data savior to all Los Angeles Auto Show attendees by becoming the exclusive sponsor of the show’s wi-fi — available throughout the Los Angeles Convention Center — from November 22 - December 1, 2019. This exclusive sponsorship includes a 20’ x 20’ exhibit, branded log-in splash page, logo on relevant promotional emails to attendees, onsite signage and more.
AutoMobility LA and the Los Angeles Auto Show serve as a dual-purpose stage for brands to stand-out, engage and communicate with a highly-targeted trade and consumer audience, respectively. Catering to the nation’s largest luxury, performance, technology and green markets, the shows are among the world’s most influential automotive events.

**Advertising Opportunities**

- Banners (Exterior)
- Banners (Indoor)
- Banners (Online)
- Column Wraps
- Custom Options
- Digital
- Escalator Graphics
- Floor Decals
- Light Pole Banners
- Stair Graphics
- Wall Graphics
- Window Clings
While other auto shows could not be more boring or are at the brink of losing all their relevant content, it is looking totally different at this year’s L.A. Auto Show. Manufacturers from the US, Asia and Europe have more debuts in their luggage for the show than they have had in a long time.

— STERN.DE (GERMANY)

By renaming [the media days] to AutoMobility LA the organizers have shown an understanding that the auto industry is in a state of disruption.

— NZZ (SWITZERLAND)

Los Angeles is the must-see auto show in the US. California is the trendsetter for fashion, style, movies, and cars. LA has a massive multi-ethnic youth culture. California is the state most concerned about the environment and traffic jams, so buyers pay attention to EVs, plug-in hybrids, and partially (soon fully) autonomous cars.

— EXTREMETECH

The 2018 Los Angeles Auto Show ended up having a pretty sweet combination of enticing future tech, good old-fashioned ‘Murican iron and some stuff that was a little bit of both.

— JALOPNIK
CONTACT

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maureen@laautoshow.com

AutoMobility LA
November 18 - 21, 2019
automobilityla.com/recap

Los Angeles Auto Show
November 22 - December 1, 2019
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